

USDRIP REDEVELOPMENT PLAN OPPORTUNITIES

Continued implementation of USDRIP provides a valuable mechanism to fund and implement projects benefiting the community, enhance the aesthetics of the area, and create employment opportunities. Specifically, USDRIP provides opportunities to:

- Generate approximately \$80 Million in potential revenue to benefit the USDRIP area (source: Keyser Marston, 11/3/06 Viability Study)
- Generate approximately \$10 million for school facilities maintenance for the Lakeside and Grossmont Union School Districts
- Develop fire stations or other public safety buildings
- Construct flood control improvements
- Enhance and rehabilitate habitat along the San Diego River

ADDITIONAL USDRIP OPPORTUNITIES

- Provide additional recreational opportunities for the community
- Construct Highway 67 interchange improvements, local bridges, streets and sidewalks
- Install/contribute to traffic signals at intersections
- Construct water, sewer and other utility infrastructure
- Construct or rehabilitate affordable housing
- Attract investment and business by defraying costs
- Eliminate and prevent the spread of blight
- Provide employment opportunities

Vista Village

(City of Vista)

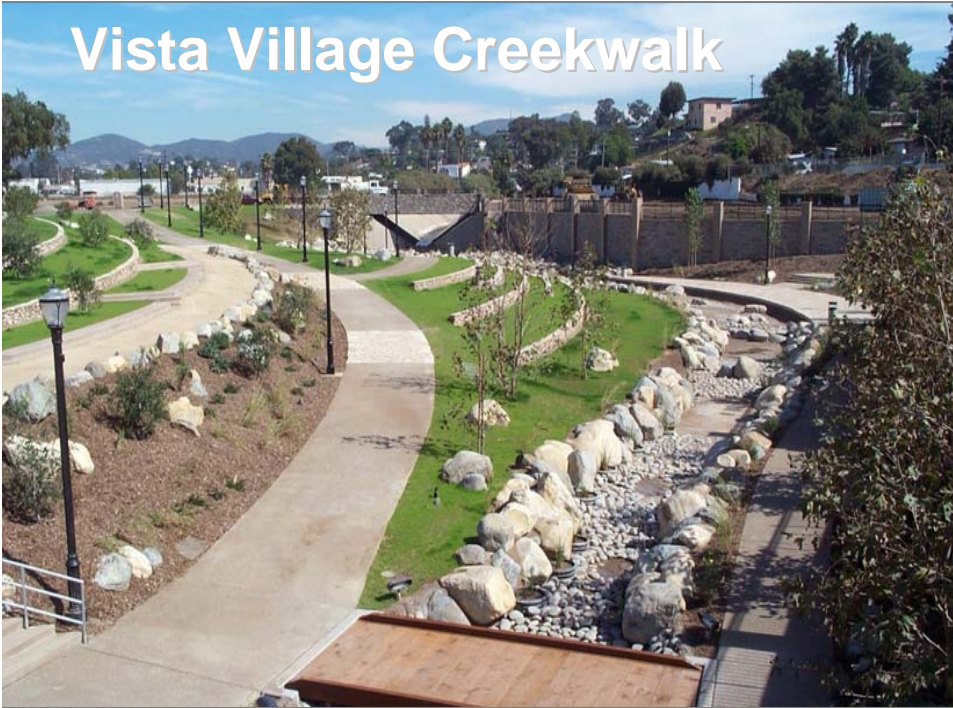
Within 5 years, the City of Vista's redevelopment agency transformed the city's once blighted downtown into a productive revitalized area.

Main Benefits

- Creating 40 plus new businesses and 700 new jobs
- Incorporating a park-like open space element through the creation of Creekwalk Park
- Including a storefront sheriff substation within the project
- Including streetscape improvements to the existing Main Street downtown
- Encouraging more than \$55 million in private investment in the Vista Village Project
- Cleaning up soil and groundwater contamination



Vista Village Creekwalk



North County Regional
Courthouse Center



Melrose Office Buildings

National City Community Revitalization

The City of National City and its redevelopment agency, the Community Development Commission, have revitalized four deteriorated, blighted, and vandalized square blocks in the heart of downtown into a new center of economic activity, education, and public service, called Education Village.

Anchor for new development projects:

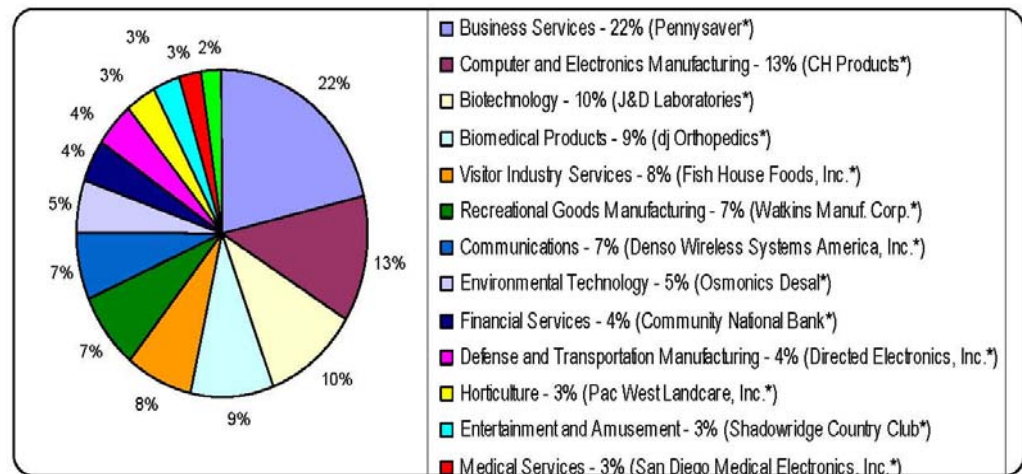
- Fire Station
- Police Department
- State-of-the-art Library
- Community Art Center
- Community Theatre
- Fountain Plaza—a public space that serves as a major crossroad in downtown for residents, students and visitors.



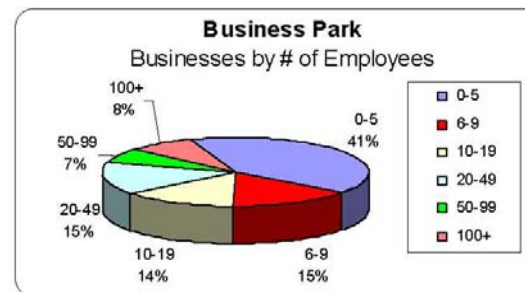
The Vista Business Park

- Consists of 1,600 acres in south Vista
- Many international businesses have located their headquarters, manufacturing, distribution, wholesale and marketing facilities here.
- These businesses currently occupy more than 13,000,000 square feet of space.
- Home to over 650 international businesses and more than 19,000 employees.

VISTA BUSINESS PARK



*Largest Employer by Number of Employees



Total Buildable Acres	1,600
Total Acres Built	1,000
Total # of Businesses	645

Sales Tax Generation	\$1,000,000 +
Total # of Employees	19,000
Total Square Feet Built	12,503,000





**Economic
Development**

Vista Business Park

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12/14/06



CITY OF
SAN MARCOS
CALIFORNIA

San Marcos

The San Marcos Redevelopment Agency has invested more than \$300 million in needed public improvements since 1983 including the following contributions to educational facilities in the community:

- \$16,426,000 in cash contributions to the San Marcos Unified School District schools in just under five years,
- \$17,000,000 to construct street and storm drain improvements fronting CSU San Marcos, and,
- a \$2,700,000 contribution to a wellness center and sports fields at Palomar College.

City Heights Urban Village Project

The eight-block City Heights Urban Village is an award-winning master planned redevelopment project in which multiple public and private uses coexist in a communal village setting. Individual components within the Urban Village include:

- Mid-City Police Substation
- Rosa Parks Elementary School
- Weingart City Heights Library
- Mid-City Community Gymnasium & City Heights Recreation Center
- Mid-City Continuing Education Center
- City Heights Retail Center, Village Townhomes and Office Center
- Performing Arts Center, Head Start Center and community swimming pool





Market Creek Plaza (City of San Diego)

Market Creek Plaza has removed blight, brought a vibrant asset to the neighborhood, stimulated the redevelopment agency and the City to commit greater focus to work in this area, and provided residents a strong voice in holding the public agencies accountable to the community's vibrant vision.

- Chollas Creek restored (part of City's plan) with natural vegetation and walking paths
- More than 1,700 new jobs created in the neighborhood
- 360 construction jobs with training for emerging contractors, supported by contractor working lines of credit
- Safe place for intergenerational and multi-ethnic interactions
- Development of a 500-seat outdoor amphitheater